

A

5' - CCCGGGGTCTGGAAGCCACAAGGTAAACACAACACATCCCCCTCCTTGACTATGCAATTTTACTA
 GAGGATGTGGTGGGAAAACATTATTTGATATTAAACAAATAGGCTTGGGATGGAGTAGGATGCAAGCT
 CCCCAGGAAAGTTTAAGATAAAACCTGAGACTTAAAAGGGTGTTAAGAGTGGCAGCCTAGGGAATTTATC
 CCGGACTCCGGGGAGGGGGCAGAGTCACCAGCCTCTGCATTTAGGGATTCTCCGAGGAAAAGTGTGAGA
AP-2
 ACGGCTGCAGGCAACCCAGGCGTCCCGGCGCTAGGAGGGACGACCCAGGCCTGCGCGAAGAGAGGGAGAA
CCAAT box **Ets TATA**
 CTTGCTCCCAATCACAGGAGAAGGAGGAGGTGGAGGAGGAGGGCTGCTTGAGGAAGTATAAGAATGAAGT
 TGTGAAGCTGAGATTCCCTCCATTGGGACCGGAGAAACCAGGGAGCCCCCGGGCAGCCCGCGCGCCCC
^{^+1}
 TTCCACGGGGCCCTTTACTGCGCCGCGCGCCCGGCCCCACC-3'

HER2/neu Promoter Elements

TATA: TBP/TFIID

Ets: ESX, perhaps also PEA3, ERM

CCAAT box: NF-Y (also called CP1, CBF, EFl)

B



Fig. 1

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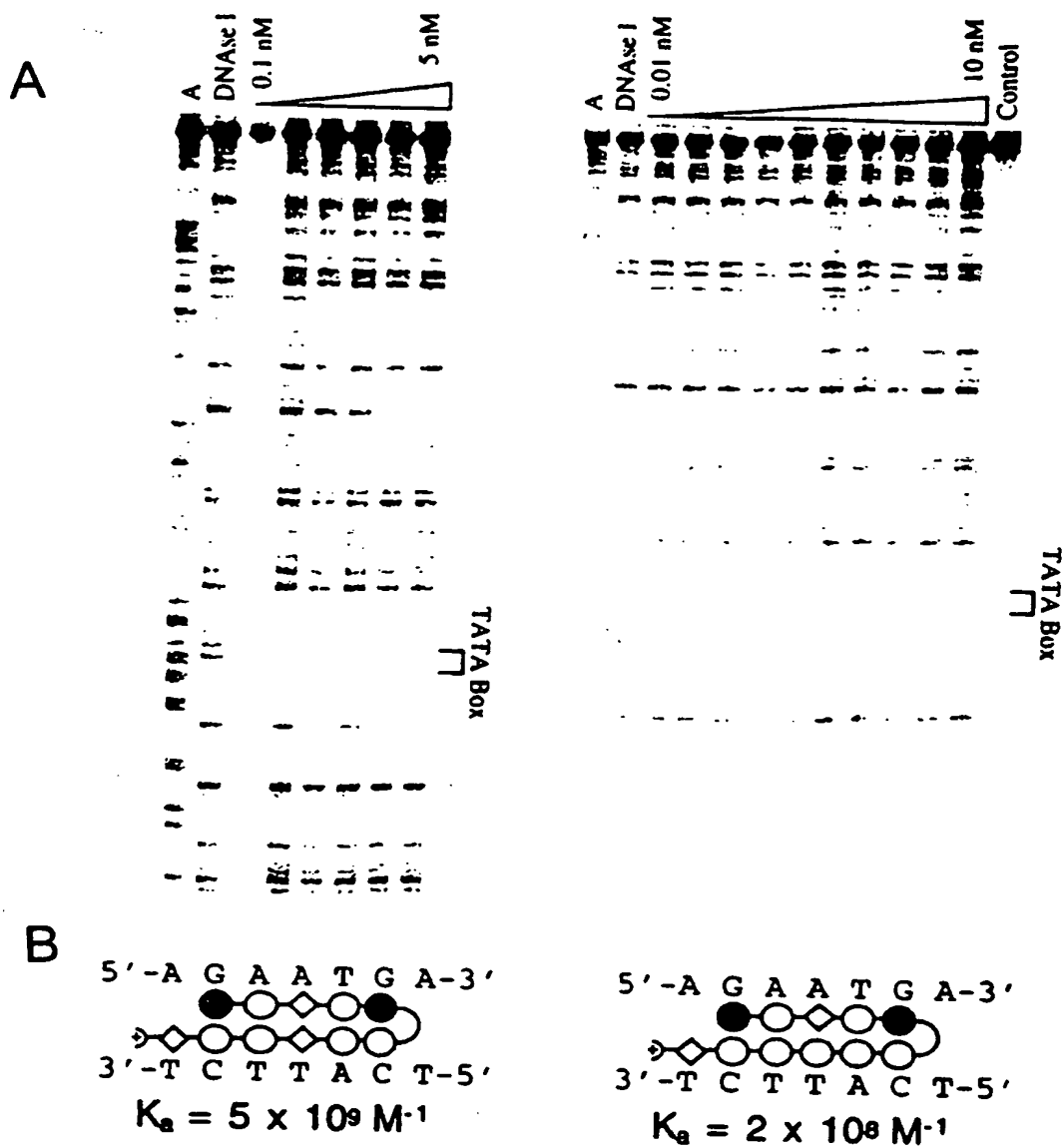


Fig. 2

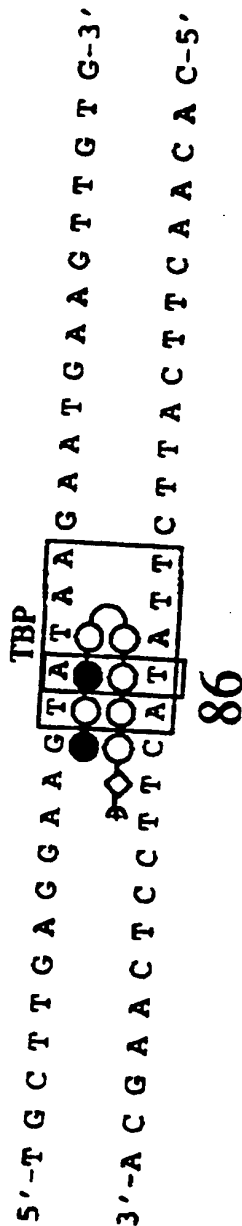
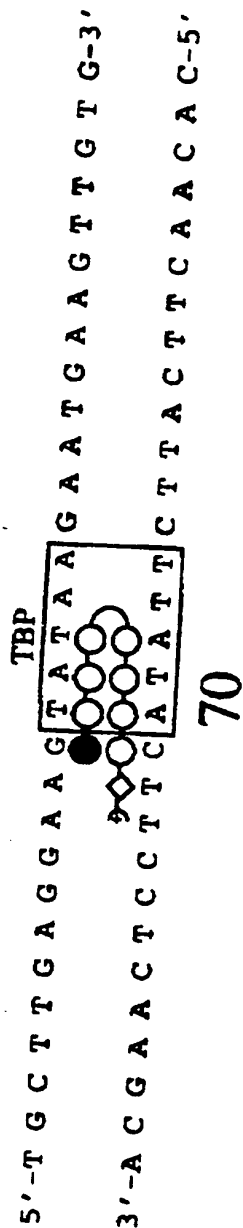
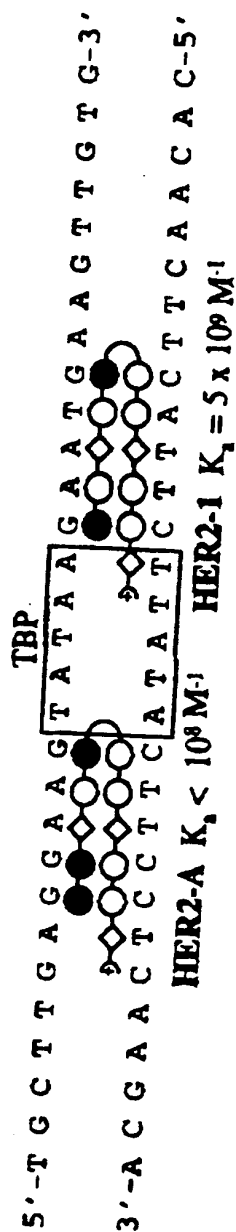
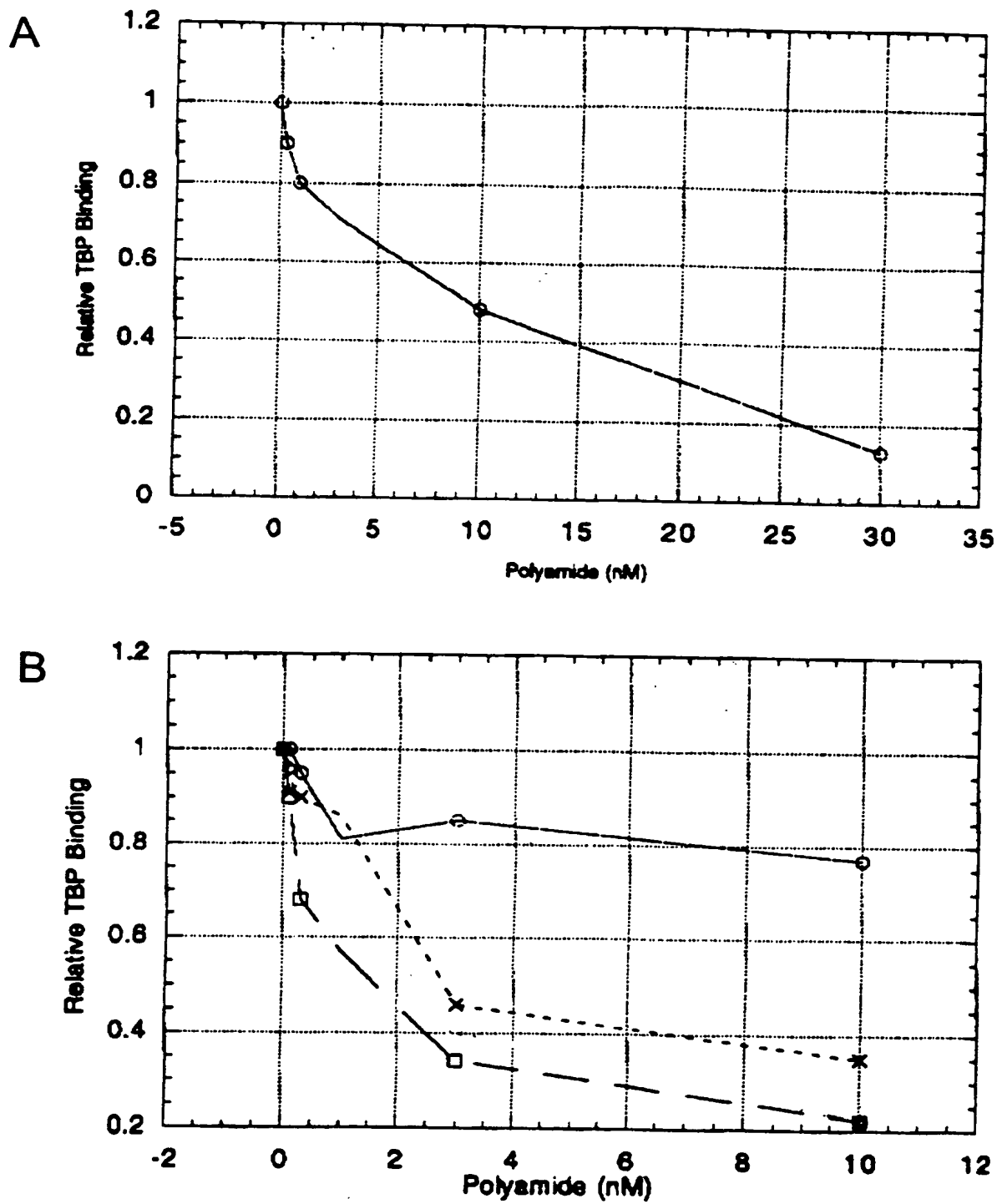
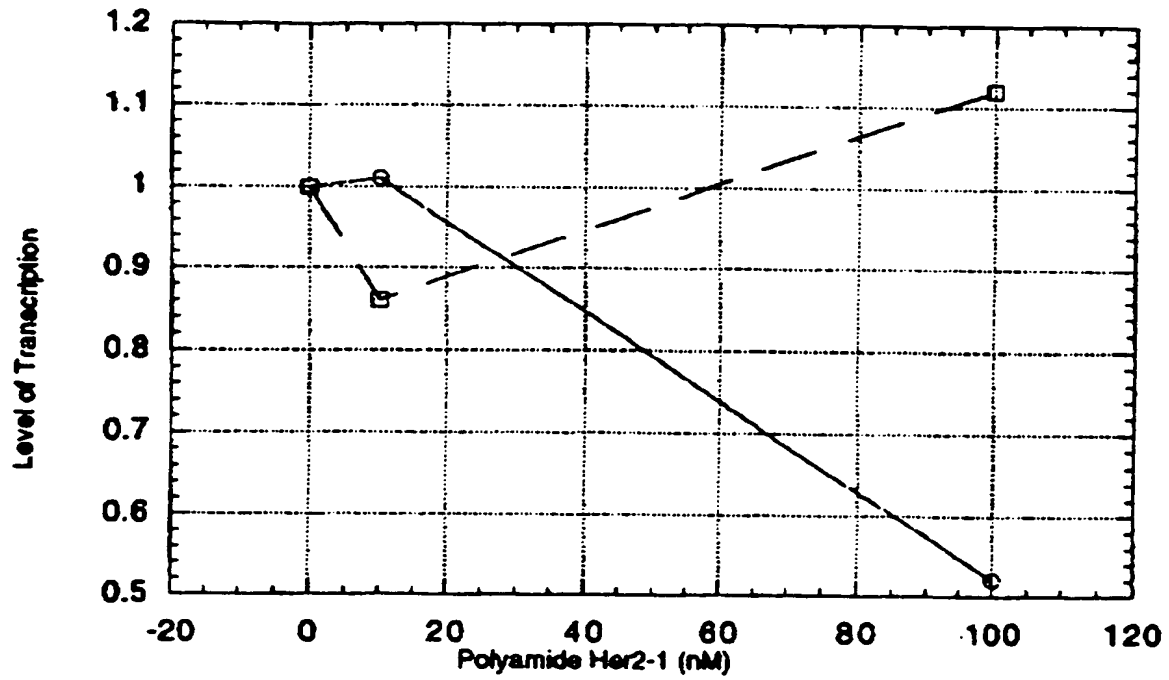


Fig. 3

**Fig. 4**

**Fig. 5**

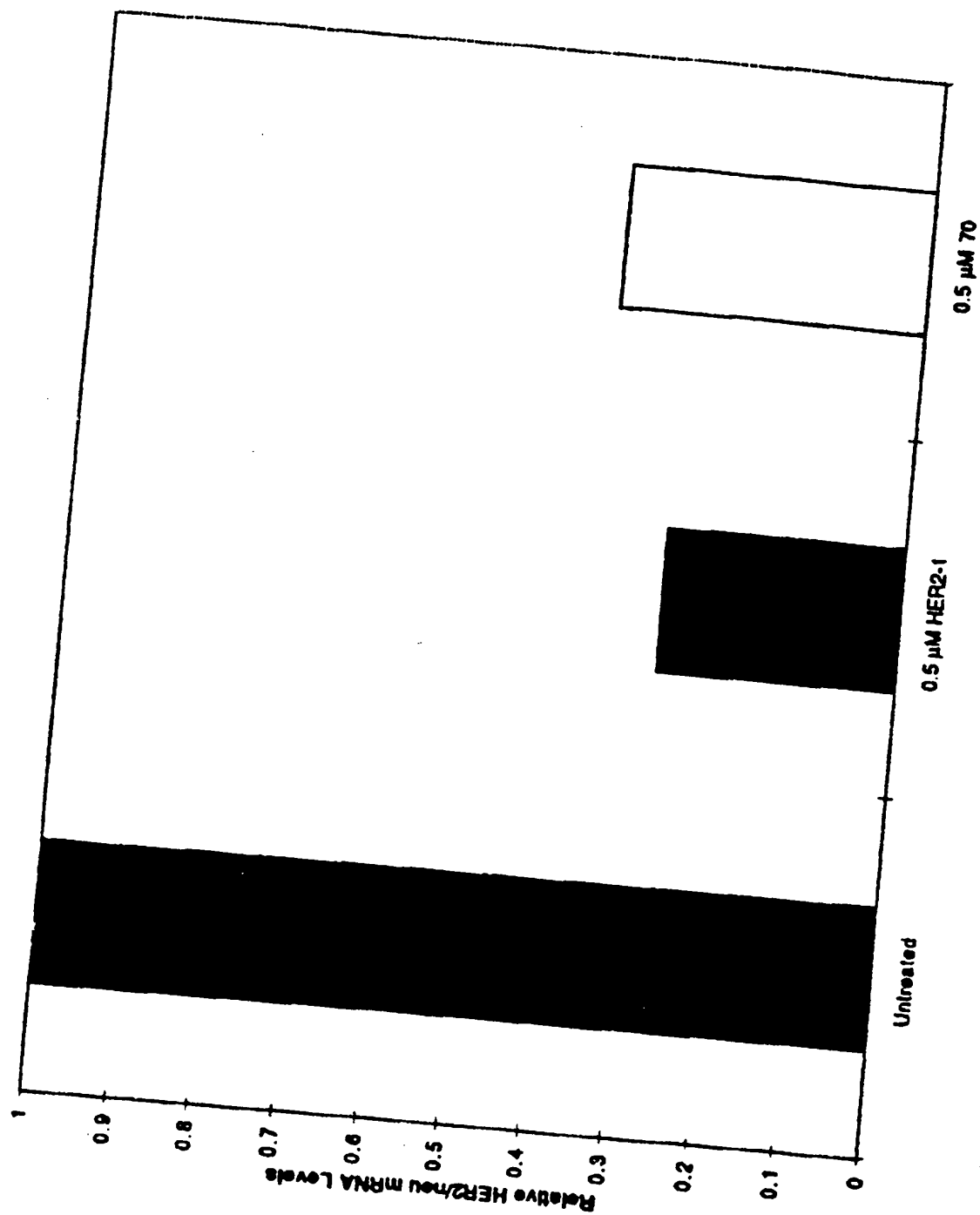
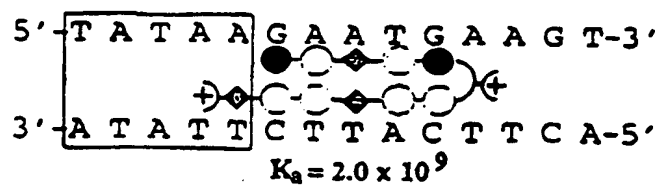
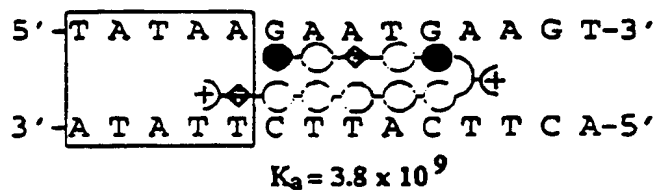


Fig. 6

1a



1b



1c

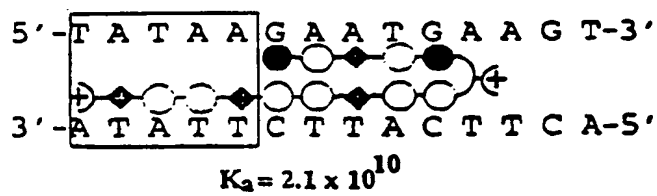


Fig. 7

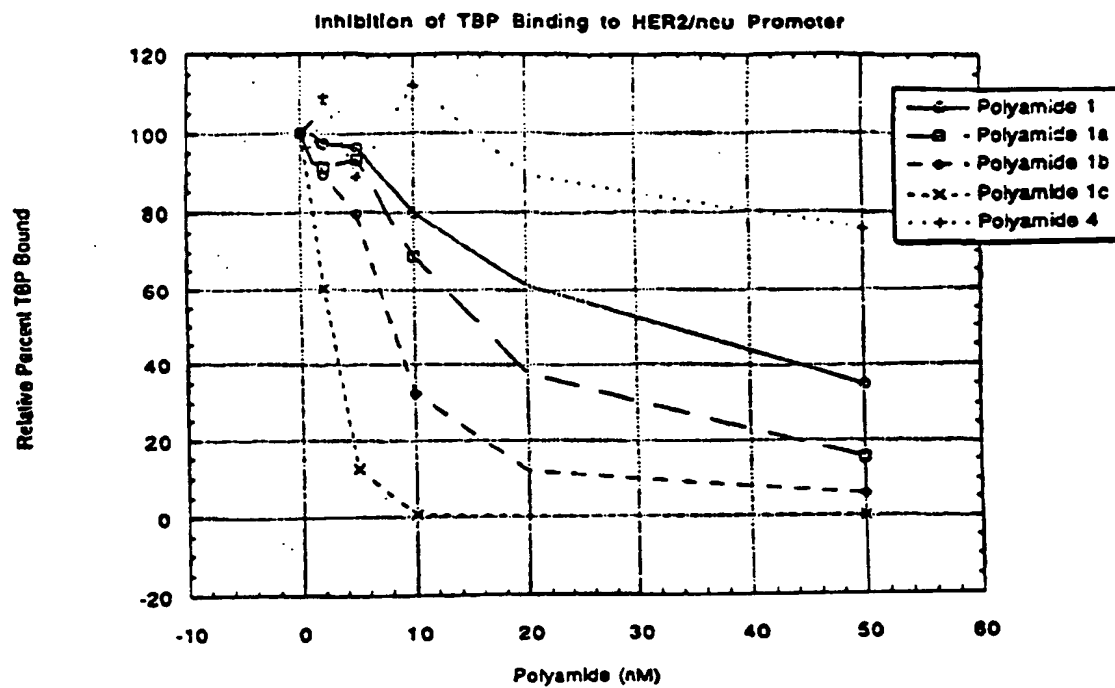


Fig. 8